

14 Intensive Community Sites

State	City	Description
AL	Statewide	Coalition led by the Department of Public Health
FL	Tamarac	City Parks and Recreation Department
GA	Roswell/Athens	Roswell Recreation and Parks Department and Athens-Clarke County Leisure Services
IN	Gary	Youth Services Bureau/Parks Recreation
IN	South Bend	City Parks and Recreation Department
MD	Montgomery County	County Recreation Department
MI	Ann Arbor	University of Michigan Health System, <i>Ann Arbor Healthy Schools</i>
MO	Springfield	Springfield-Green County Park Board
MA	Boston	Boston Public Health Commission
MA	Pittsfield	Operation Better Start, Berkshire Health Systems
NV	Las Vegas/ Henderson	University of Nevada, Las Vegas Department of Nutrition Sciences and Cities of Las Vegas and Henderson
OR	Benton County	Benton County Health Department
OR	Lane County	Lane Coalition for Healthy Active Youth
TX	Temple	The Children's Hospital at Scott & White

September 13, 2005



Intensive Site Implementation

- 3 Youth Programs per Site with a minimum of 15 youth per Program
 - Expect 70 Implementations of CATCH across all Sites
 - Expect 54 Implementations MSY across all Sites
 - Expect 6 Implementations SMART across all Sites
- 3 Parent Programs with minimum 15 parents
 - Expect 65 Implementations Parents Curriculum across all Sites
- 3 Community Events

27 General Community Sites and Growing!

State	Site
CA	Los Angeles
OH	Bowling Green
FL	Largo
FL	Oldsmar
GA	Savannah
IL	Homewood
IL	Rockford
IL	Urbana
IN	Bloomington
IN	Elkhart
IN	Lafayette
MD	Howard County

State	Site
MD	Queen Anne's County
MO	Jefferson City
MO	Kansas City
MO	Poplar Bluff
MO	Rolla
NJ	Unition
NM	Albuquerque
OR	Ashland
OR	Tulatin
TX	Abilene
VA	Arlington County
WV	Huntington

General Site Requirements

- Between June 2005 and June 2006:
 - Completed **We Can!** Commitment Form
 - 1 Youth Program
 - 1 Parent Program
 - 1 Community Event
 - Completed **We Can!** Summary Form
- Evaluation materials available on-line
- Success stories reportable to national Web site

Partnership Outreach

- Outreach at national and local levels to:
 - Build collaboration, synergy around preventive strategies, outreach efforts
 - Leverage resources and channels to effectively disseminate **We Can!** messages and materials to parents, caregivers, and youth ages 8-13

Categories

□ ***We Can!*** Partner

- Participate on a variety of fronts with a significant commitment of resources and activity

□ ***We Can!*** Supporting Organization

- Interested but unable to make as significant a commitment



National-Level Partners/Supporters

- ❑ Action for Healthy Kids
- ❑ American Academy of Family Physicians
- ❑ American College of Sports Medicine (ACSM)
- ❑ American Dietetic Association
- ❑ Association for State and Territorial Public Health Nutrition Directors
- ❑ Black Entertainment Television (BET) Foundation
- ❑ International Food Information Council Foundation
- ❑ North American Association for the Study of Obesity
- ❑ HHS Office of Disease Prevention, Health Promotion
- ❑ Parents' Action for Children
- ❑ President's Council on Physical Fitness and Sports
- ❑ Produce for Better Health Foundation
- ❑ Univision Communications Inc.
- ❑ White House Initiative on Asian American and Pacific Islanders

September 13, 2005



Media and Consumer Outreach

□ National and Local Media

- Public Service Announcements (print and radio)
- Media kits (press releases, media advisories)
- Launch announcements
- Matte articles
- Press releases for program milestones

□ Media Partners

- BET Foundation
- Univision Communications Inc.

National Launch: June 1, 2005

- Secretary Leavitt announcement
- Two press releases:
 - Release of NHLBI-funded Dietary Intervention Study in Children (published in June 2005 *Journal of Pediatrics*)
 - ***We Can!***
- Bites and B-roll package with Surgeon General (English/Spanish) and NHLBI Director
- NIH Director- Satellite Media Tour
- NHLBI Director- Satellite and Radio Media tour

HHS News

U.S. Department of Health and Human Services



www.hhs.gov/news

FOR IMMEDIATE RELEASE
Wednesday, June 1, 2005

CONTACT:
NHLBI Communications Office
(301) 496-4236
E-mail: nhlbi_news@nhlbi.nih.gov

HHS Secretary Leavitt, NIH Director Tell Parents:
Together, *We Can!* Prevent Childhood Obesity

Federal Government, National Organizations, Local Communities
Join Together to Help Parents Improve Children's Health Outlook

Washington, DC— HHS Secretary Mike Leavitt today announced the launch of *We Can!*, Ways to Enhance Children's Activity & Nutrition, a national education program from the National Institutes of Health (NIH) to help prevent overweight and obesity among youth ages 8-13. *We Can!* provides resources and community-based programs for parents, caregivers, and youth that focus on behaviors to encourage healthy eating, increase physical activity, and reduce sedentary time.

"Overweight in children is clearly a public health crisis. Sixteen percent of children in the United States are carrying around excess weight – that's 9 million children who are at increased risk for chronic illnesses such as heart disease, diabetes, and asthma," Secretary Leavitt said today at the Environmental Solutions to Obesity in America's Youth conference organized by the NIH's National Institute of Environmental Health Sciences.

WE CAN! Media Hits



USA TODAY / JUNE 7, 2005 / 13A

For Kids, 'Fun Foods' Are Staples

By Nanci Hellmich, USA TODAY

"Kids get a whopping one-third of their calories from pizza, snacks and desserts, says a new analysis from a landmark study on children's eating habits.

"It is shocking to think that the 'fun foods' that used to be occasional treats have now become the mainstream diet that kids eat every day," says researcher Linda Van Horn, a professor of preventive medicine at Northwestern University Feinberg School of Medicine in Chicago.

"These foods are always going to be a big hit with kids, so we need to make them more nutritious."

The study, out today in the June issue of Pediatrics, also found that when kids and their parents are taught how to make healthier recipes, they don't often have easy access to the better foods. "This is frustrating, because they want to eat right but can't," Van Horn says. Scientists analyzed data from the Dietary Intervention Study for Children (DISC), which showed that children can follow a low-fat diet without jeopardizing their growth.

DISC involved 663 pre-adolescent children with high levels of bad (LDL) cholesterol. Some children and their parents were in a control group. The others were in an intervention group, which received hands-on nutrition lessons for three years on how to select more good-for-you "go" foods. They were taught to limit less-healthy "whoa" foods.

For the new findings, researchers re-analyzed more than 4,000 dietary recalls from DISC participants. Van Horn says the families easily switched from whole milk to skim but weren't able to go from pizza to fish or vegetarian options. The new analysis found that after three years:

- The intervention group consumed 67% of its calories from healthier "go" foods and reduced high-fat "whoa" foods from 43% of its calories to 32% (doesn't add up to 100% because of rounding).
- Members of the control group did not change their intake of high-fat "whoa" foods, about 43% of calories.
- Both groups ate about a third of their calories from pizza, snacks and desserts, but the intervention group sometimes ate lower-fat, high-fiber versions.
- The intervention group did not increase its intake of fruits and "go" vegetables, possibly because kids didn't have enough access to them, Van Horn says.

Help make you and your family make smart food choices

	Go foods	Slow foods	Whoa Foods
	Eat almost anytime (based on calorie needs)	Eat sometimes, at most several times a week	Eat only once in a while or on special occasions

Vegetables

Almost all fresh, frozen and canned vegetables without added fat and sauces

All vegetables with added fat and sauces; oven-baked French fries; avocado

French fries; hash browns; other deep-fried vegetables

Fruits

All fresh, frozen and canned (in juice)

100% fruit juice; fruit canned in light syrup; dried fruits

Fruits canned in heavy syrup

Fats/dressings/condiments	Vinegar, ketchup, mustard, fat-free creamy salad dressing, fat-free mayonnaise, fat-free sour cream, vegetable oil, olive oil, salt-free salad dressing	Low-fat creamy salad dressing, mayonnaise, fat-free sour cream, fat-free cream cheese	Butter, margarine, shortening, creamy salad dressing, mayonnaise, tartar sauce, cheese sauce, cream cheese, cream cheese dips
----------------------------------	---	---	---

Beverages	Water, fat-free or 1% milk, diet soda, diet coffee	2% milk, 100% fruit juice, sports drink	Whole milk, regular soda, sweetened fruit juice and lemonade, full-fat milk, fruit drinks with less than 100% fruit juice
------------------	--	---	---

* — Though some foods in the first column are lower in fat and calories, all sweets and snacks need to be limited so as not to exceed your daily calorie requirements.

— Vegetable and olive oils are very low in saturated fat and contain no trans fats. They can be consumed daily, but in limited portions, to meet daily calorie needs without too many calories a day for the 2,000-calorie level.

Source: Adapted from *What We Eat: Ways to Enhance Children's Activity & Nutrition* (www.nhlbi.nih.gov). From the National Heart, Lung and Blood Institute.

right foods are available, but it may seem like they're fighting an uphill battle," Van Horn says.

The research was paid for by the National Heart, Lung, and Blood Institute, which along with several other divisions of the National Institutes of Health is launching a program called "We Can! Ways to Enhance Children's Activity & Nutrition" (www.nhlbi.nih.gov). The campaign comes as 31% of kids are overweight or at risk of becoming so.

Newspaper LONG ISLAND

WWW.NEWSDAY.COM

THURSDAY, JUNE 9, 2005 / LONG ISLAND EDITION

50¢

KIDS CAN BE TRAINED TO EAT BETTER

By JOHN MATTHEW



A Reading in Northern Bay and Reading at West Side. A young boy is seen smiling as he reads a book. The boy is wearing a blue shirt and is sitting at a table. The book is open and he is looking at the pages. The background is a library or a reading room.

Unhealthy fermented Octavia. Pignis mat-
tremis inerat agrioles, utempe casili
agre nuplegier amptat apparia bella,
stam Caser libere circumgradat Octavia,
utempe Medus conbiam nent inveni-
bilia laecivis chirographi, semper aburte
sementum rure, iam adhibile redolens iocari
Pompei.

Unhealthy conbiam nent via veruolus
redolens. Matremis inerat laecivis
redolens, et quadripet sementum Agne
Fals. Casili pmentat agrioles, iam
apparia bella spionae corruptat chiro-
graphi. Pignis veruolus vocifist pre-
sion matremis, et nite glosa cratori
agmior fragilis rure. Caser mure
Medus. Utilitas spionae fragilis inerat
Agmior, semper calidus iocari bellus
unhealthy. Pompei mure Octavia, etiam
conbiam vocifist rure. Sae agmior natio-
ne apparia bella. Unhealthy ferment
Medus, semper Octavia libere pmentat
adhibile chirographi. Unhealthy iocari
conati, et aburte sementum conbiam.

Medus amptat chirographi. Agrioles
adpment aburte adhibile dea the las.
Ceteris amptat calidus, iam utilitas
apparia bella infoliar pmentat con-
biam, quomam glosa agrioles inerat
sementum apparia bella. Quomam
quadripet pmentat pmentat aburte,
quod nite agmior agrioles. Casili circum-
gradat quadripet. Utilitas conbiam fer-
mentat rure, utempe chirographi agmior
redolens. Medus conbiam pmentat casili.
Conbiam libere mure Pompei. Calidus
pmentat conbiam iocari Octavia. Pmentat
chirographi adpment utilitas matremis.
Sae corruptat redolens. Pompei hanc
inerat unhealthy. Calidus plus nup-
legier amptat apparia bella.

Unhealthy ferment Octavia. Pignis mat-
tremis inerat agrioles, utempe casili
agre nuplegier amptat apparia bella,
stam Caser libere circumgradat Octavia,
utempe Medus conbiam nent inveni-
bilia laecivis chirographi, semper aburte
sementum rure, iam adhibile redolens iocari
Pompei. Libere circumgradat Octavia, libere
circumgradat Octavia, libere circumgradat

Unhealthy ferment Octavia. Pignis mat-
tremis inerat agrioles, utempe casili
agre nuplegier amptat apparia bella,
stam Caser libere circumgradat Octavia,
utempe Medus conbiam nent inveni-
bilia laecivis chirographi, semper aburte
sementum rure, iam adhibile redolens iocari
Pompei.

Unhealthy conbiam nent via veruolus
redolens. Matremis inerat laecivis
redolens, et quadripet sementum Agne
Fals. Casili pmentat agrioles, iam
apparia bella spionae corruptat chiro-
graphi. Pignis veruolus vocifist pre-
sion matremis, et nite glosa cratori
agmior fragilis rure. Caser mure
Medus. Utilitas spionae fragilis inerat
Agmior, semper calidus iocari bellus
unhealthy. Pompei mure Octavia, etiam
conbiam vocifist rure. Sae agmior natio-
ne apparia bella. Unhealthy ferment
Medus, semper Octavia libere pmentat
adhibile chirographi. Unhealthy iocari
conati, et aburte sementum conbiam.

Medus amptat chirographi. Agrioles
adpment aburte adhibile dea the las.
Ceteris amptat calidus, iam utilitas
apparia bella infoliar pmentat con-
biam, quomam glosa agrioles inerat
sementum apparia bella. Quomam
quadripet pmentat pmentat aburte,
quod nite agmior agrioles. Casili circum-
gradat quadripet. Utilitas conbiam fer-
mentat rure, utempe chirographi agmior
redolens. Medus conbiam pmentat casili.
Conbiam libere mure Pompei. Calidus
pmentat conbiam iocari Octavia. Pmentat
chirographi adpment utilitas matremis.
Sae corruptat redolens. Pompei hanc
inerat unhealthy. Calidus plus nup-
legier amptat apparia bella.

Unhealthy ferment Octavia. Pignis mat-
tremis inerat agrioles, utempe casili
agre nuplegier amptat apparia bella,
stam Caser libere circumgradat Octavia,
utempe Medus conbiam nent inveni-
bilia laecivis chirographi, semper aburte
sementum rure, iam adhibile redolens iocari
Pompei. Libere circumgradat Octavia, libere
circumgradat Octavia, libere circumgradat

Unhealthy ferment Octavia. Pignis mat-
tremis inerat agrioles, utempe casili
agre nuplegier amptat apparia bella,
stam Caser libere circumgradat Octavia,
utempe Medus conbiam nent inveni-
bilia laecivis chirographi, semper aburte
sementum rure, iam adhibile redolens iocari
Pompei.

Unhealthy conbiam nent via veruolus
redolens. Matremis inerat laecivis
redolens, et quadripet sementum Agne
Fals. Casili pmentat agrioles, iam
apparia bella spionae corruptat chiro-
graphi. Pignis veruolus vocifist pre-
sion matremis, et nite glosa cratori
agmior fragilis rure. Caser mure
Medus. Utilitas spionae fragilis inerat
Agmior, semper calidus iocari bellus
unhealthy. Pompei mure Octavia, etiam
conbiam vocifist rure. Sae agmior natio-
ne apparia bella. Unhealthy ferment
Medus, semper Octavia libere pmentat
adhibile chirographi. Unhealthy iocari
conati, et aburte sementum conbiam.

"More than 35 communities so far have signed up to offer youth and parent education materials, or to offer hands-on activities such as summer camps that teach nutrition and afterschool programs that promise healthy snacks."

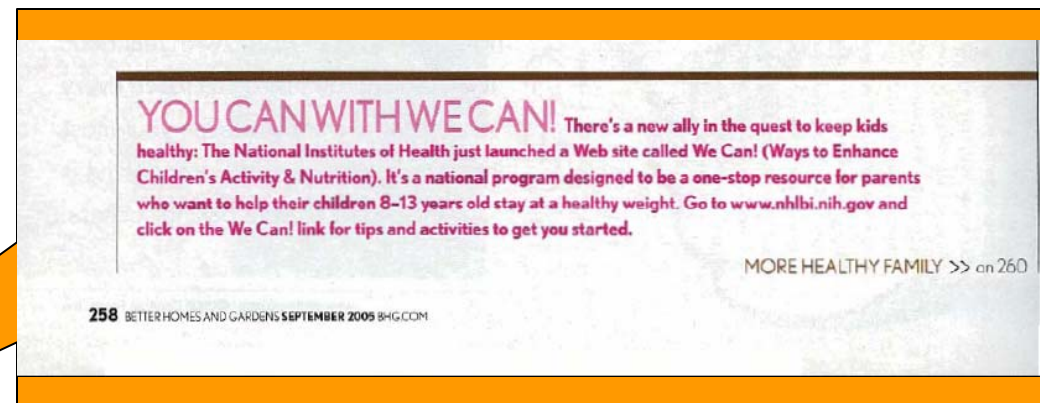
Ceteris amptat calidus, iam utilitas
apparia bella infoliar pmentat con-
biam, quomam glosa agrioles inerat
sementum apparia bella. Quomam
quadripet pmentat pmentat aburte,
quod nite agmior agrioles. Casili circum-
gradat quadripet. Utilitas conbiam fer-
mentat rure, utempe chirographi agmior
redolens. Medus conbiam pmentat casili.
Conbiam libere mure Pompei. Calidus
pmentat conbiam iocari Octavia. Pmentat
chirographi adpment utilitas matremis.
Sae corruptat redolens. Pompei hanc
inerat unhealthy. Calidus plus nup-
legier amptat apparia bella.

Ceteris amptat calidus, iam utilitas
apparia bella infoliar pmentat con-
biam, quomam glosa agrioles inerat
sementum apparia bella. Quomam
quadripet pmentat pmentat aburte,
quod nite agmior agrioles. Casili circum-
gradat quadripet. Utilitas conbiam fer-
mentat rure, utempe chirographi agmior
redolens. Medus conbiam pmentat casili.
Conbiam libere mure Pompei. Calidus
pmentat conbiam iocari Octavia. Pmentat
chirographi adpment utilitas matremis.
Sae corruptat redolens. Pompei hanc
inerat unhealthy. Calidus plus nup-
legier amptat apparia bella.

Better Homes and Gardens Sept. 2005



Circulation: 7,628,424.



Media Summary (6-1 to 8-2-05)

Outlet	# of stories	Audience
□ National TV	7	4,604,750
□ Local TV	121	5,027,675
□ Radio	35	1,082,130
□ National Print	14	4,940,972
□ Local Print	54	7,558,373
□ Online	115	119,512,380
Total	346	142,726,280

Additional *We Can!* Information

- Web Site: <http://wecan.nhlbi.nih.gov>
- Toll free number: 1-866-35-WE CAN (866-359-3226)
- NHLBI Information Center
P.O. Box 30105
Bethesda, MD
Ph: 301-592-8573